

**OFFICE OF CONGRESSMAN EARL BLUMENAUER  
APPROPRIATIONS REQUEST FORM  
FISCAL YEAR 2011**

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**Project Details**

**1. Project title:** Portland Youth Media Skills Training & Summer Work Program

**2. Organization name and address** (the recipient of the funds):

Portland Community Media (PCM),  
2766 NE Martin Luther King Blvd.,  
Portland, Oregon 97212

**3. Contact information**

**a. Project's primary contact:** Sylvia McDaniel, CEO

**b. Daytime telephone number/ mobile phone number:**

a. 971-255-5738; [REDACTED]

**c. Email Address:** sylvia@pcmtv.org

**d. Project location** (if different than organization's address): N/A

**4. Please describe the requesting organization's main activities.**

Portland Community Media is a 501c3 public benefit, non-profit corporation. The organization was established in 1981 and continues to serve as PEG media (public, education, and government), a communications platform honoring diverse opinions protected under the First Amendment. PCM manages six cable channels on Comcast Cable; offers education and skills training in digital literacy focused on multimedia, new media and some basic technology training. The organization serves adults, youth, schools, nonprofits, small businesses and government entities, targeting urban youth and adults, who are traditionally underserved, underrepresented, and economically disadvantaged with a goal to help reduce the digital divide. PCM's service area is Portland Metro and extends its reach through community partners recently branded as SmartAccess Partners of which Portland Community Media is currently referenced as:

Portland Community Media (PCM) is a public benefit, SmartAccess Multimedia Center, working to empower the voices of diverse communities through the comprehension and use of multimedia technology.

**5. Is this organization a public, private non-profit or private for-profit entity?**

Portland Community Media is a 501c3 public benefit, non-profit corporation.

**6. From what federal agency and account are you requesting funds (Please be specific –e.g., Department of Housing and Urban Development, Economic Development Initiatives account)?** Labor, Health, Human Services (LHS)

**7. Briefly describe the activity or project for which funding is requested (no more than 500 words).**

### **Oregon's high unemployment warrants an investment in job creation**

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Portland Community Media's chief executive and board of directors have repositioned the organization to increase capacity and funding diversification. Hence, PCM is asking for funding consideration to finance an innovative program called Portland Youth Media that utilizes the power of media to boost career education, training and jobs for youth, particularly underserved youth hit hardest by the economic downturn. The program would also help PCM maintain its current fulltime youth media employees at risk of layoffs, increase capacity within nonprofits and small businesses within the community, as well as indirectly increase service sector jobs. Portland Community Media anticipates around 20-25 jobs will be created out of this effort the first year and affect the most critical time for unemployed youth – summer!

Portland Community Media is a 501(c) (3) nonprofit organization that has had a contractual relationship with the City of Portland since 1981. Its core services are to manage and operate six cable access channels, and provide production, media education and training to a variety of individuals in the Portland metro area. PCM is a sole-source provider that has struggled to meet the increased demand from residents, schools, businesses and nonprofits, particularly in this economic climate. Now with the proposed City budget cuts, the likelihood of reducing services is inevitable which will have a devastating effect on the community and PCM, threatening up to 10 percent of its workforce.

As a result, Oregon federal appropriations funding for Portland Youth Media (PYM) would afford Portland Community Media a chance to expand its popular media education program called OLLIE (Oregon Learning Lab for Information Education). Over the past four years, OLLIE has successfully provided media education and training to thousand of youth in the Portland and Gresham Public School Districts and at summer youth programs. PCM training programs have afforded individuals a chance to work in the video, film and television industries, as well as served as a deterrent for youth who could have gotten involved in non-productive or criminal activities such as gangs. Last year, youth media served over 400 students in the Portland metro area.

Portland Youth Media will continue to work in collaboration with our local workforce investment board, WorkSystems Inc., on recruiting a diverse range of youth to participate in the program. WorkSystems has offered to recruit and provide paid interns to participate in PCM's youth media program in exchange for Portland Community Media providing each intern an opportunity to learn a trade and utilize that trade within the organization and/or with Portland Community Media's partners.

Portland Youth Media will train youth ages 14 to 21 in media education, video production, computer technology, multiplatform software, marketing and communication preparing them for summer jobs. Specifically the program will target underserved youth hit hardest during this economic crisis. For example, the rate of unemployment among minority communities has skyrocketed to around 24% amongst specifically black males. High unemployment often parallels an increase in crimes committed by some youth. Additionally, Portland has experienced a rise in gangs, which can also suggest the lack of employment opportunities.

The goal is to utilize overall Oregon Federal Appropriations funding to boost the summer launch of the program in 2011 and leverage Portland Community Media's city contract funding to seek opportunities to continue to maintain the program.

Portland Community Media and Portland Youth Media collect qualitative and quantitative data several times during the program, specifically pre-evaluation and demographic information at the beginning of each project. Evaluations will be conducted by a program analyst. The program analyst will track project outcomes. The program analyst will utilize a combination of participant observation, interviews with adult leaders, opened-ended surveys, rubrics and focus groups to assess and evaluate the program's progress and outcomes. This will include designing evaluative interviews for leaders and development of rubrics to evaluate participants' progress. The evaluator will schedule and conduct evaluation interviews with program specialists. The evaluator will then consolidate ongoing findings in an annual project report with results, lessons learned and recommendations.

**8. What is the purpose of the project? Why is it a valuable use of taxpayer funds? How will the project support efforts to improve the economy and create jobs in Oregon?**

Portland Community Media has identified the following initiatives to boost employment in Portland amongst its hardest hit youth populations during the summer. Portland Community Media plans to create 20-25 living wage summer jobs amongst the hardest hit youth – African American and Latino youth. These jobs will have the potential to parlay into long-term employment and careers.

This program has the potential to create jobs as well as keep kids off the streets. Gang violence is on the rise and in some cases can be attributed to high unemployment. Currently unemployment among African males in Portland is over 24%.

Youth Media will continue to work in collaboration with WorkSystems, Inc. on recruiting a diverse range of youth to participate in the program. WorkSystems has offered to recruit and provide paid interns to participate in PCM's youth media program in exchange for PCM providing each intern an opportunity to learn a trade and utilize that trade within the organization and/or with PCM's partners. Worksystems, Inc. (WSI) is a nonprofit organization serving the City of Portland, Multnomah and Washington counties. The mission of the organization is to coordinate a regional workforce system that supports individual prosperity and business competitiveness.

**9. Has this project received federal appropriations funding in past fiscal years? NO**

**9a. If yes, please provide the fiscal year, Department, Account, and funding amount of any previous funding. N/A**

**Funding Details**

**10. Amount requested for this project:**

\$300,000 (skills training & summer work program).

- Skills training (April-June)
- Paid work program leading to a Junior Tech Certification (July-Sept.)

**11. Breakdown/budget of the amount you are requesting for this project (e.g., salary \$40,000; computer \$3,000):**

- Salaries (includes taxes & benefits)
  - \$46,500: Manager (fund-development & planning)
  - \$44,500: Assistant Manager (outreach & planning)

- Skills Training/Digital Literacy Programs
  - AmeriCorps Vista: \$13,000
  - Senior Trainer: \$38,500
  - Trainee/Peer Support: \$36,500
- Stipends
  - \$37,500 (25% support to potential nonprofit employers who employ an aggregate number of 25 youth over the course of 3 months-6 months)
- Expenses
  - \$22,500 (program overhead, books, etc. based on 25 youth of 2 cohorts (1/2 day) with a cost of \$900.00 per youth – includes training stipend for each youth)
- Field outings
  - \$1,000
- Ops Administration Overhead – 20% of total budget.
  - \$60,000

**12. What is the total cost of the project?**

\$450,000: Note - \$150,000 cost for 25 laptop/apple computers & dual-platform software provided by Portland Community Media/City of Portland with capital funding via Comcast Cable).

**13. Is this project scalable (i.e., if partial funding is awarded, will the organization still be able to use the funds in FY 2011?)?** YES. We will just have to reduce the number of summer jobs planned due to reduced funding for employment stipends and support staff.

**14. What other funding sources (local, regional, state) are contributing to this project or activity? (Please be specific about funding sources and funding amounts)**

Portland Community Media will support the program with \$150,000 capital/equipment funding derived from the City of Portland Cable Management & Franchise Office under the auspices of Portland City Commissioner Amanda Fritz). Ultimately, the capital funds are mandated by law and come from Comcast Cable. Portland Community Media holds a contract from the City of Portland (and has since 1981) to manage PEG media channels and to deliver multimedia training to the Portland area community.

**15. Please list public or private organizations that have supported/endorsed this project.**

- Wisdom of the Elders (Native American cultural preservation, education and race reconciliation)
- Columbia Slough Water Shed Council
- Portland Parks & Recreation
- SUN Community Schools (School United Neighborhood)
- Portland Public School
- One Economy
- Urban League of Portland
- Oregon Action
- Zero Divide (California Foundation)
- Worksystems, Inc.